

Advertising and Co-Op Opportunities

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- FLA USA - Official Florida Vacation Guide
- Southern Living Magazine – Holiday Travel Special Section
- Best Read Guide - Daytona Edition

Advertising and Co-Op Opportunities

Advertising Opportunities Overview

There are four main categories of advertising placements planned for the Seminole County CVB for the 2002-2003 year. These strategic placements and opportunities include:

Category 1 – Brand Awareness



Maintaining and building brand awareness of the Seminole County “Florida’s Natural Choice” theme is key in reaching target markets with target messages. Seminole County CVB image ads promote the entire county as a unique vacation destination and will be placed in:

- OOC CVB Unexpected Orlando Brochure
- OOC CVB Annual Visitor Guide
- Southern Living (Special Florida Sections)
- Golf Digest Magazine
- Family Travel Magazine Insert
- Other publications and target opportunities as they arise

Category 2 – Explore Seminole County Official 2003 Visitor Guide

The new and improved Seminole County Official Visitor Guide includes easy-to-use maps and expanded editorial for golf, shopping, nature activities and all there is to see and do in the Seminole County area.

- Explore Seminole County – 2003 Official Visitor Guide

Category 3 – Seminole County CVB Advertising Co-Ops

This year, the Seminole County CVB invites all hotels, attractions and businesses to share in the cost of a full-page ad in targeted publications. Creative development will be managed through the CVB for a unified look for the “Florida’s Natural Choice” theme and space is limited. These co-op opportunities include:

- FLA USA Great Getaways
- FLA USA Undiscovered Florida
- FLA USA Official Vacation Guide
- Southern Living – Special Florida Sections



Advertising and Co-Op Opportunities

Advertising Opportunities Overview *(continued)*

Category 4 – FLA USA Regional Partnership

If you are a Visit Florida Partner, you may be interested in participating in the custom regional co-op with the Seminole County CVB. Visit Florida is introducing an exciting co-op initiative available to all Partners throughout the state. This new approach allows Visit Florida and its Partners to work more closely in developing customized co-op programs tailored to meet specific needs within each region (target audience, message, geography and timing).



See attached details on this new co-op initiative with Visit Florida.

Category 5 – Seminole County CVB Co-Op Partnerships

As a tourism business in Seminole County, you are invited to co-op with the Seminole County CVB for a tailored advertising campaign for your specific company. A portion of the annual advertising budget has been allocated for a co-op match of 2:1 for each dollar invested. For every \$2 you spend toward an advertising program, Seminole County CVB will match with a \$1 commitment.

For example, Hotel ABC wants to place an ad in the Jacksonville Times-Union at a total cost of \$10,000 – the hotel would pay \$6,666 and the CVB would pay \$3,333 - stretching your advertising dollars for a direct call to action to your business.

Creative development and media placement will be managed through the CVB and Bennett & Company for a unified look for the “Florida’s Natural Choice” theme and campaigns must be reviewed and approved by Jack Wert, executive director of the CVB, prior to advertising placements.

Programs may begin as early as October 2002 and must be complete by September 2003 on a first-come first serve opportunity.

See attached campaign ideas on this new co-op initiative with the Seminole County CVB.

Advertising and Co-Op Opportunities

FLA USA Regional Partnership

If you are a Visit Florida Partner, you may be interested in participating in the custom regional co-op with the Seminole County CVB. Visit Florida is introducing an exciting co-op initiative available to all Partners throughout the state. This new approach allows Visit Florida and its Partners to work more closely in developing customized co-op programs tailored to meet specific needs within each region (target audience, message, geography and timing).



Custom Regional Co-Op Campaign Ideas

Package 1 – Reaching New York Market

- West Volusia County CVB
- New Smyrna Beach CVB
- Lake County CVB
- Orange County CVB
- Brevard County CVB

Package 2 – Reaching Allentown and Newark Markets

- St. Pete / Clearwater CVB
- Southeast Airlines
- Dollar Rent A Car

Package 3 – Reaching Florida Drive Market / Daytona

- Seminole County Attraction
- Dollar Rent A Car
- Weekend Hotel Stay

Package 4 – Reaching Florida Drive Market

- Daytona USA – Second Tier Events
- Weekend Hotel Stay
- Dollar Rent A Car

Package 5 – Reaching Online Repeated Visitors (EBlast Advertising)

- Hotels Stays – Book One Night, Stay the Second Night ½ OFF

Commitment / Interest Approval

*If you are interested in participating in the Visit Florida Regional Partnership for custom co-op campaigns, please return via fax to Karen Brown / Jack Wert at 407/665-2920, **no later than Monday, August 26, 2002** so we may submit the required campaigns to Visit Florida.*

Name: _____

Company: _____

Phone: _____ Fax: _____

Email: _____

Estimated Dollar Commitment: _____

Advertising and Co-Op Opportunities

FLA USA Regional Partnership (*continued*)

REGIONAL CO-OP PROPOSAL **THE CONCEPT:**



New York is the number one domestic feeder market to Orlando.

New Pan Am air service is now online from Orlando Sanford Airport to Newark. Dayton Beach Airport will launch Continental service to Newark in December. Combining the new service with the excellent connections already available from OIA to New York, we feel we have the platform for a promotional program for the New York Market.

We propose to produce a one-to-four page special advertising section in the New York Times Sophisticated Traveler Magazine in November 2002, supported by cable TV spots the three days prior to the Sunday launch.

Benefits: Sophisticated Traveler includes a Reader Service card so results can be tracked. Each participant would include their own 800 number and website for responses and tracking. We can cooperatively hit the New York Market to boost year-end and first quarter business.

Sophisticated Traveler:

1,694,138 circulation

Published in the Sunday New York Times

1 page \$47,628

2 pages facing \$40,925 each

4 pages \$39,544 each

The theme for the project could be: **The Best of Central Florida's Attractions and Beaches**

Each partner in the newspaper section would have the option to purchase one or more segments at **\$6,825** per segment based on a 2-page spread, 6 segments per page.

Cable TV: We propose to support the Sophisticated Traveler section with a cable TV buy on the Time Warner City Cable. We would suggest a mix of news, sports and women's channels.

The TV spots would carry the message:

See the Best of Central Florida Attractions and Beaches

Section in Sophisticated Traveler in your Sunday New York Times.

We would produce a separate spot for each participant and rotate the spots equally – 10 spots per partner – for the three days prior to the Sunday special section.

The projected cost for the cable TV would be approximately \$40,000 for 50 spots for a cost of \$8,000 for 5 partners.

TOTAL COST: \$14,825 per participant less 1/3 from Visit Florida = \$9,933

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Seminole County CVB Co-Op Partnerships

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Custom Co-Op Campaign Ideas with Your Target Message

- Direct Mail Postcard
 - Leisure Travelers Database
 - CFHMA Database
- EBlast Mailing
- Ads in Regional Daily Newspapers (i.e., Jacksonville, Daytona or Atlanta)
- Jacksonville Chamber Newsletter Insert
 - Business Travel to Orlando
- Sweepstakes and Package Promotions
- Pay-Per-Inquiry on Cable TV
- Outdoor Billboards
- Infinity Market Publications
 - Military Personnel
 - Meeting Planners

Advertising and Co-Op Opportunities

Seminole County CVB Co-Op Partnerships (*continued*)

There are hundreds of magazines and leisure travel publications that reach the leisure and corporate traveler and here is a sample list / recommendations for your tailored campaign.

- AAA Go Magazine
- Arthur Frommer's Budget Travel
- Bridal Guide
- Conde Nast Traveler
- Dollar Rent A Car Visitors Handbook
- Family Circle
- Florida Monthly
- FLAUSA.com
- Golf Magazine
- Gourmet / New Yorker
- Modern Maturity
- Orbitz.com
- Reader's Digest
- Travel + Leisure
- Travel Holiday
- TravelHost
- Travelocity.com
- WHERE Orlando

Commitment / Interest Approval

If you are interested in participating in the Visit Florida Regional Partnership for custom co-op campaigns, please return via fax to Karen Brown / Jack Wert at 407/665-2920 – campaign proposals will be evaluated and approved on a case-by-case basis to maximize the available co-op funding.

Name: _____

Company: _____

Phone: _____ Fax: _____

Email: _____

Estimated Dollar Commitment: _____

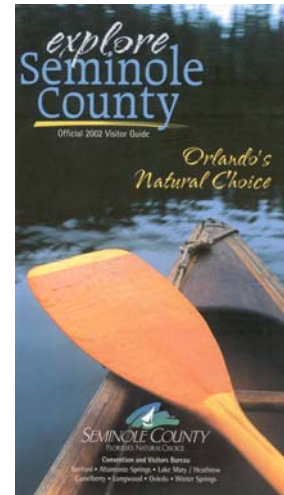
Brief Summary of Campaign: _____

Advertising and Co-Op Opportunities

Explore Seminole County - Official 2003 Visitor Guide

Product Profile:

- New and improved format, easy-to-use maps
- Expanded editorial for golf, shopping, nature activities and all there is to see and do in the Seminole County area
- Reader Response Card will be included – advertisers receive weekly lists of names and addresses of people interested in your business
- Guaranteed distribution by the CVB at the Visitor Centers, local hotels, Chambers of Commerce, Info Centers and other high traffic tourist locations
- FREE editorial listings for accommodations, golf, attraction, restaurants and shopping advertisers.
- New! Enhanced Photo Listings



Issue Date January 2003 (annual publication)

Distribution 100,000

Space and Material Deadlines November 2002

For More Information and Advertising Rates Lisa Buffa Harley
Miles Media Group
1-800-683-1000 x 142
lisa.buffa@milesmedia.com

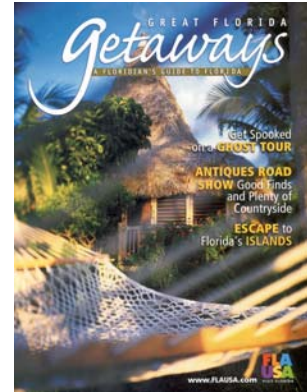
Advertising and Co-Op Opportunities

FLA USA – Great Florida Getaways

Product Profile:

The guide is the official VISIT FLORIDA print fulfillment piece for in-state marketing and advertising to promote travel by Florida residents.

The guide is a lifestyle activity-based publication written by professional travel writers who are experts in their subjects.



Seminole County CVB will have a full-page ad with space available for a **maximum of 4** co-op participants.

Creative development will be managed through the CVB for a unified look for the “Florida’s Natural Choice” theme.

Size	¼ Page, Full Color
Rates	\$750
Issue Date	May 2003 (annual publication)
Distribution	350,000
Space and Material Deadlines	January 13, 2003

Commitment Approval

(Please return via fax to Karen Brown 407/665-2920)

Name: _____

Company: _____

Phone: _____ Fax: _____

Email: _____

Advertising and Co-Op Opportunities

FLA USA - Undiscovered Florida

Product Profile:

Undiscovered Florida is a natural and historical guide covering cultural heritage tourism by trails within the state. Each tour has a different subject and includes highlights and listings of the areas, state and national parks, historic sites and monuments.

The 40 page, full color publication is inserted into *Smithsonian Magazine* and *Recommend Magazine*.



Seminole County CVB will have a full-page ad with space available for a **maximum of 4** co-op participants.

Creative development will be managed through the CVB for a unified look for the “Florida’s Natural Choice” theme.

Size	¼ Page, Full Color
Rates	\$500
Issue Date	May 2003 (annual publication)
Distribution	445,000
Space and Material Deadlines	January 3, 2003

Commitment Approval

(Please return via fax to Karen Brown 407/665-2920)

Name: _____

Company: _____

Phone: _____ Fax: _____

Email: _____

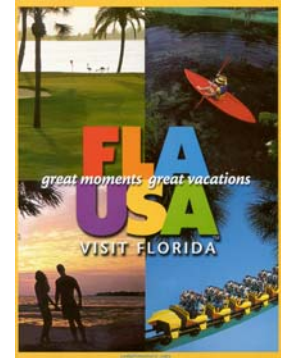
Advertising and Co-Op Opportunities

FLA USA - Official Florida Vacation Guide

Product Profile:

The guide is the official VISIT FLORIDA print fulfillment piece for all marketing and advertising in English-speaking North America.

The publication has a fold out map and is sent to all lead inquiries received by VISIT FLORIDA by phone and email. The guide is a lifestyle activity-based publication and features eight regional sections.



Seminole County CVB will have a full-page ad with space available for a **maximum of 4** co-op participants.

Creative development will be managed through the CVB for a unified look for the “Florida’s Natural Choice” theme.

Size	¼ Page, Full Color
Rates	\$1,000
Issue Date	December 2002 (annual publication for 2003)
Distribution	650,000
Space and Material Deadlines	September 1, 2002

Commitment Approval

(Please return via fax to Karen Brown 407/665-2920)

Name: _____

Company: _____

Phone: _____ Fax: _____

Email: _____

Advertising and Co-Op Opportunities

Southern Living Magazine – Holiday Travel Special Section

Product Profile:

Southern Living is the premier lifestyle magazine reaching nearly 14 million readers every month. Southern Living, in conjunction with the Southeast Tourism Society, presents a special holiday travel section in the November 2002 issue to appear in the Tennessee, North Carolina, Alabama and Georgia markets.



Seminole County CVB will co-op a ‘travel directory’ advertising listing for this special edition publication. **Space is available for a maximum of 1 co-op participant for this exclusive opportunity.**

Creative development will be managed through the CVB to highlight your company and call to action with a unified look for the “Florida’s Natural Choice” theme.

Size 1/6 Page, Black & White

Rates \$500 – SPECIAL OFFER

Issue Date November 2002

Distribution 770,000 readers

Space and Material Deadlines *This special offer is available on a first come, first server basis to just 1 participant.*

Commitment Approval – Must Be Received by Friday, August 23, 2002

(Please return via fax to Karen Brown 407/665-2920)

Name: _____

Company: _____

Phone: _____ Fax: _____

Email: _____

Advertising and Co-Op Opportunities

Best Read Guide – Daytona Edition

Product Profile:

Seminole County CVB will have a 2 page spread in the Best Read Guide – Daytona Beach edition with one page devoted to image awareness, location and highlights of accommodations and attractions within a short drive to Seminole County.



The second full page of the spread is as a co-op opportunity for a **maximum of 4** co-op participants for each edition (printed every four months).

Size	1/4 Page, Full Color
Rates	\$95 per month (four month commitment)
Issue Date	Three Editions Per Year 1) November/December/January/February 2003 2) March/April/May/June 2003 3) July/August/September/October 2003
Distribution	Annual Circulation of 400,000
Space and Material Deadlines	1) September 4, 2002 2) January 2003 3) May 2003
For More Information and Advertising Details	Bill Ellis Best Read Guide 407-852-4010 best11@earthlink.net